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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/782,067

02/12/2001

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50P3840.01

9797

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7590

01/22/2009

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EXAMINER

JERABEK, KELLY L

ART UNIT

PAPER NUMBER

2622

MAIL DATE

DELIVERY MODE

01/22/2009

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/782,067	<b>Applicant(s)</b> MANOWITZ ET AL.	
	<b>Examiner</b> KELLY L. JERABEK	<b>Art Unit</b> 2622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 30 October 2008.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 24 March 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                     | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## **DETAILED ACTION**

### ***Response to Arguments***

Applicant's arguments filed 10/30/2008 have been fully considered but they are not persuasive.

### **Response to Remarks:**

Applicant's arguments regarding claim 1 (Amendment page 8) state that since the Steinberg reference teaches that a camera (14) communicates with a computer (40) that may receive information from sources other than messaging center (12) the Steinberg reference fails to disclose "a digital camera configured to send the image data exclusively to the remote storage device and to receive advertising data exclusively from the remote storage device". The Examiner respectfully disagrees. Steinberg discloses in figure 1 a system (10) including a message center (12) and a digital camera (14) capable of communicating in various ways (page 2, paragraph 33). When the camera (14) is turned on it automatically transmits a signal to a transceiver (18) for conveying the camera identification (ID) to a remote storage device (message center 12) and in response the remote storage device (12) transmits messages that are identified for the particular camera/user back to the camera (14) (page 2, paragraph 37). **Therefore, since the camera ID is verified and message information is sent to the**

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**camera (14) corresponding to the camera ID it can be seen that message data (advertisements corresponding to the camera ID) is sent from the remote storage device (12) to the camera (14) via an exclusive connection. Although the Steinberg reference provides various ways (e.g. computer (40), transceiver (18), etc.) of communicating information between the camera (14) and the remote storage device (12) this does not mean that the camera (14) does not send and receive data exclusively to and from the remote storage device (12). At any given point in time an exclusive connection is made between the camera (14) and the remote storage device (12). When a camera ID corresponding to a certain camera is verified, message information is sent from the remote storage device (12) to the camera (14) and therefore data from the camera (14) corresponding to the verified ID is sent exclusively to the remote storage device (12) and advertising data is received by the camera (14) exclusively from the remote storage device (12).**

Applicant's arguments regarding claim 1 (Amendment page 9) state that the Squilla reference does not teach transferring advertising information and also states that although the Squilla reference discloses capturing and transferring image data, transferring image data does not trigger downloads of content information to the camera. The Examiner agrees that the Squilla reference alone does not provide all of the limitations of claim 1. However, the Steinberg reference discloses that an intelligent advertisement center may build a user profile based on camera information such as quantity of images, type of images, etc. (page 3, paragraph 39). Furthermore, the

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Squilla reference discloses that it is well known in the art for digital cameras to send captured image data to a remote device (col. 5, line 64-col. 6, line 65). Therefore, the Examiner maintains that the combination of the Steinberg and Squilla references provides the teaching of using transmitted images captured by a camera as disclosed by Squilla to build a user profile and trigger downloads of advertisements to a camera as disclosed by Steinberg.

Applicant's arguments regarding claim 1 (Amendment page 9) state that the Squilla reference fails to teach "said digital camera being physically incapable of communicating, either directly or indirectly, with any external device other than said exclusive and remote location". The Examiner agrees that the Squilla reference does not specifically disclose this limitation. However, the Krishan reference provides this teaching.

Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan further states that users (22) may receive the hardware (modem) of a mini-portal for free in return for viewing messages and may receive free or discounted access to the Internet from ISP (24) (col. 6, lines 35-64). Krishan also states that validation stamps are sent by an exclusive and predetermined location (ISP 24) to the mini-portals so that the mini-portals will only function upon receiving a validation stamp from the portal provider (20) (col. 8, line 53-col. 9, line 21).

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Thus it can be seen that advertising data is downloaded solely from an exclusive and predetermined remote location (ISP 24) to a device (mini-portal of computer) for displaying advertisements. **It can be seen in figure 4 that the personal computer (50) including a mini-portal (51) is only capable to connect to the Internet via ISP (52) (col. 12, lines 18-30). Therefore, the personal computer (50) is incapable of communicating with any external device other than the exclusive and remote location (ISP 52). Although the computer (50) is capable of connecting to validation server (53), advertisement server (54), statistics server (55) and content server (56) via the remote location (ISP 52) this does not mean that the computer is capable of communicating with external devices other than the exclusive remote location. The computer (50) may only be connected to the exclusive remote location (ISP 52). Any subsequent communication between the exclusive remote location (ISP 52) and any other device does not constitute a direct connection to the computer (50).** Therefore, it would have been obvious for one skilled in the art to have been motivated to implement the business method of an advertiser paying a distributor based on the number of ads viewed by a user and providing a device to a user for a reduced rate, the device only being able to transmit and receive data from an exclusive location (ISP) as disclosed by Krishan in the camera capable of downloading advertisements from a messaging center as disclosed by the combination of Steinberg and Squilla. Doing so would provide a means for delivering advertising over a wireless connection and providing subsidized hardware in exchange for receiving advertising (Krishan: col. 1, lines 14-20).

Applicant's arguments regarding claim 5 (Amendment page 11) state that none of the cited references teach "said digital camera being physically incapable of communicating, either directly or indirectly, with any external device other than said exclusive and remote location". The Examiner respectfully disagrees.

Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan further states that users (22) may receive the hardware (modem) of a mini-portal for free in return for viewing messages and may receive free or discounted access to the Internet from ISP (24) (col. 6, lines 35-64).

**Krishan also states that validation stamps are sent by an exclusive and predetermined location (ISP 24) to the mini-portals so that the mini-portals will only function upon receiving a validation stamp from the portal provider (20) (col. 8, line 53-col. 9, line 21).** Thus it can be seen that advertising data is downloaded solely from an exclusive and predetermined remote location (ISP 24) to a device (mini-portal of computer) for displaying advertisements. **It can be seen in figure 4 that the personal computer (50) including a mini-portal (51) is only capable to connect to the Internet via ISP (52) (col. 12, lines 18-30). Therefore, the personal computer (50) is incapable of communicating with any external device other than the exclusive and remote location (ISP 52). Although the computer (50) is capable of connecting to validation server (53), advertisement server (54), statistics server**

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**(55) and content server (56) via the remote location (ISP 52) this does not mean that the computer is capable of communicating with external devices other than the exclusive remote location. The computer (50) may only be connected to the exclusive remote location (ISP 52). Any subsequent communication between the exclusive remote location (ISP 52) and any other device does not constitute a direct connection to the computer (50).** Therefore, it would have been obvious for one skilled in the art to have been motivated to implement the business method of an advertiser paying a distributor based on the number of ads viewed by a user and providing a device to a user for a reduced rate, the device only being able to transmit and receive data from an exclusive location (ISP) as disclosed by Krishan in the camera capable of downloading advertisements from a messaging center as disclosed by the combination of Steinberg and Squilla. Doing so would provide a means for delivering advertising over a wireless connection and providing subsidized hardware in exchange for receiving advertising (Krishan: col. 1, lines 14-20).

Applicant's arguments regarding claim 13 (Amendment pages 11-12) state that the Krishan reference does not disclose "said digital camera displaying said advertising data in an automatic manner, a device user of said digital camera being unable to prevent said displaying". The Examiner respectfully disagrees. Krishan states that a distributor (portal provider 20) of mini-portals implements the functional characteristics (uploading, downloading, and displaying) of the mini-portals and also the portal provider (20) pushes advertising data to the mini-portals, the mini-portals display advertising data



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in an automatic manner (col. 6, lines 49-67). **Furthermore, Krishan discloses that the portal provider (20) has a way to prevent users (22) from disabling the display of advertisements or detecting if users have disabled the display of advertisements (col. 8, lines 60-65). Therefore, the Examiner maintains that the Krishan reference discloses that a device user is unable to prevent displaying of advertisements.**

Applicant's arguments regarding claim 14 (Amendment page 12) state that the Krishan reference does not disclose that the distributor is a distributor of a digital camera. The Examiner agrees, however the Examiner maintains that the combination of the Steinberg, Squilla and Krishan references discloses all of the limitations of claim 14. While it may not be explicitly stated in the references above that the functionality of an electronic device such as a/an mini-portal such as a computer as disclosed by Krishan may be realized by a/an electronic camera as disclosed by Steinberg and Squilla it is well known to a skilled artisan that a mini-portal such as a computer and an electronic camera are in the same field of endeavor as they are both microcontroller/microprocessor controlled devices for processing data, such as imaging, image processing, and/or image manipulation.

Even if a mini-portal such as a computer and an electronic camera are not in the same field of endeavor, which the examiner does not concede, a mini-portal such as a computer and an electronic camera are reasonably pertinent to solving the problem of displaying advertisements to a user on a display and would have commended

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themselves to an artisan addressing such a problem. In re Clay, 966 F.2d 656, 658, 23 USPQ2d 1058, 1060 (Fed. Cir. 1992).

Applicant's arguments regarding claim 15 (Amendment page 12) state that none of the cited references mention any sort of "combined download/upload request". The Examiner respectfully disagrees. Steinberg states that an intelligent advertisement center may build a user profile based on information (uploading information) such as quantity of images taken, type of images, etc. in order to determine a class of interest (page 3 paragraph 39). Steinberg also states that advertising information is downloaded by a camera (14). Similarly, Krishan states that a portal provider (20) may push advertisements to a mini-portal and also obtain information from the computers of the users (22) in response to the advertisements that are sent using the mini-portals (col. 7, lines 17-64). Thus it can be seen that Krishan discloses a method involving a combined download/upload request (push advertisements and obtain information from users). Krishan also states that validation stamps are periodically sent by the portal provider (20) to the mini-portals in order to enable the mini-portals (col. 9, lines 1-67). Thus it can be seen that the download/upload request occurs at regular intervals according to the validation stamps sent by the portal provider (20).

Applicant's arguments regarding claim 16 (Amendment pages 12-13) state that the Krishan reference's teaching of sending validation stamps "periodically" does not necessarily mean that the validation stamps are sent at "predetermined regular

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intervals” as claimed. The Examiner respectfully disagrees. Krishan states that a portal provider (20) may push advertisements to a mini-portal and also obtain information from the computers of the users (22) in response to the advertisements that are sent using the mini-portals (col. 7, lines 17-64). Thus it can be seen that Krishan discloses a method involving a combined download/upload request (push advertisements and obtain information from users). Krishan also states that validation stamps are periodically sent by the portal provider (20) to the mini-portals in order to enable the mini-portals (col. 9, lines 1-67). Thus it can be seen that the download/upload request occurs at regular intervals according to the validation stamps sent by the portal provider (20). **The Examiner maintains that the periodic pushing of validation stamps disclosed by Krishan constitutes sending the stamps at predetermined regular intervals. According to Webster’s dictionary periodic is defined as "occurring or recurring at regular intervals". Therefore, the period pushing constitutes pushing at regular intervals. Furthermore, because the pushing is determined prior to the actual pushing of validation stamps it is predetermined.**

Applicant’s arguments regarding claim 19 (Amendment page 13) state that none of the cited references disclose a protocol in which “downloading of said advertising data is triggered by said uploading image data”. The Examiner respectfully disagrees. The Steinberg reference discloses that an intelligent advertisement center may build a user profile based on camera information such as quantity of images, type of images, etc. and advertisements may be sent to the camera based on the user profile (page 3,

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paragraphs 38-39). Furthermore, the Squilla reference discloses that it is well known in the art for digital cameras to send captured image data to a remote device (col. 5, line 64-col. 6, line 65). Therefore, the Examiner maintains that the combination of the Steinberg, Squilla and Krishan references provides the teaching of triggering the downloading of advertising data by uploading image data.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Steinberg US 2002/0041329 in view of Squilla et al. US 6,396,537 and further in view of Krishan et al. US 6,442,529.**

Re claim 1, Steinberg discloses in figure 1 a system (10) including a message center (12) and a digital camera (14) capable of communicating in various ways (page, 2, paragraph 33). When the camera (14) is turned on it automatically transmits a signal to a transceiver (18) for conveying the camera identification (ID) to a remote storage

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device (message center 12) and in response the remote storage device (12) transmits messages (advertisements) that are identified for the particular camera/user back to the camera (14) (page, 2, paragraph 37). Therefore, since a camera ID is verified and message information is sent to the camera (14) corresponding to the camera ID it can be seen that message data (corresponding to the camera ID) is sent from the remote storage device (12) to the camera (14) via an exclusive connection. Although there are various ways of communication between a remote location (message center 12) and a camera (14) the communication is still solely between an exclusive and predetermined remote location (message center 12) and the camera (14) (only messages from the message center (12) will be sent to the camera). In a different scenario, an intelligent advertisement center may build a user profile for the camera based on image information from the camera such as the type of images in the camera (page 3, paragraph 39). Therefore, since the user profile is built based on captured image data (quantity of images, type of images) it can be seen that information regarding images captured by the digital camera (14) is uploaded to a predetermined remote location (message center (12)). Also, figure 1 shows that only a message center (12) connected to the network can receive the information regarding the images captured by the camera. Therefore, the data is sent exclusively to the remote storage device. However, although the Steinberg reference discloses all of the above limitations including an exclusive connection between a digital camera and a remote storage device which transmits messages (advertisements) to the digital camera, it fails to specifically state

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that the digital camera is configured to send image data captured by the camera to the remote storage device.

The Squilla reference provides the teaching that it is well known in the digital imaging art for digital cameras to send captured image data to a remote storage device. Squilla discloses a photographing system for enabling interactive communication between a camera and an attraction site. Squilla discloses a remote storage device (image server 70) that is capable of receiving image data that has been captured by a digital camera (24) via a wireless link (74b) (figure 2; col. 5, line 64-col. 6, line 65). Thus, it can be seen that Squilla discloses a remote storage device (image server 70) for receiving image data and a digital camera (24) configured to send image data to the remote storage device (image server 70). It is clear from Figures 4 & 5 of Steinberg that one of the screens as provided by message center is the order of printing images from the user's camera. It would be clearly beneficial to the user of Steinberg's camera to be able to transmit images taken by the camera directly to an image sequences such as taught in Squilla so that printing could be made without requiring the user of the camera to deliver the image data in person. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Steinberg's message center with the capability to receive image data directly from the camera as taught by Squilla in order to facilitate the delivering of image data to a processing center. It would have been obvious for one skilled in the art to have been motivated to include the teaching of transmitting image data captured by a digital camera to a remote storage device as disclosed by Squilla in the camera messaging and advertisement system including a

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remote messaging center that is capable of receiving data from a camera and transmitting advertisements to the camera. Doing so would provide a means for storing images captured by a digital camera at a remote storage device in order to easily produce prints of captured images and generate customized albums of captured images (Squilla: col. 6, lines 4-19).

Although the combination of the Steinberg and Squilla references discloses all of the above limitations, it fails to distinctly state that the digital camera is physically incapable of communicating, either directly or indirectly, with any electronic devices other than the exclusive and predetermined location.

Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan further states that users (22) may receive the hardware (modem) of a mini-portal for free in return for viewing messages and may receive free or discounted access to the Internet from ISP (24) (col. 6, lines 35-64). Krishan also states that validation stamps are sent by an exclusive and predetermined location (ISP 24) to the mini-portals so that the mini-portals will only function upon receiving a validation stamp from the portal provider (20) (col. 8, line 53-col. 9, line 21). Thus it can be seen that advertising data is downloaded solely from an exclusive and predetermined remote location (ISP 24) to a device (mini-portal of computer) for displaying advertisements. **It can be seen in figure 4 that the personal computer (50) including a mini-portal (51) is only capable to connect to the Internet via ISP**

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**(52) (col. 12, lines 18-30). Therefore, the personal computer (50) is incapable of communicating with any external device other than the exclusive and remote location (ISP 52). Although the computer (50) is capable of connecting to validation server (53), advertisement server (54), statistics server (55) and content server (56) via the remote location (ISP 52) this does not mean that the computer is capable of communicating with external devices other than the exclusive remote location. The computer (50) may only be connected to the exclusive remote location (ISP 52). Any subsequent communication between the exclusive remote location (ISP 52) and any other device does not constitute a direct connection to the computer (50).** Therefore, it would have been obvious for one skilled in the art to have been motivated to implement the business method of an advertiser paying a distributor based on the number of ads viewed by a user and providing a device to a user for a reduced rate, the device only being able to transmit and receive data from an exclusive location (ISP) as disclosed by Krishan in the camera capable of downloading advertisements from a messaging center as disclosed by the combination of Steinberg and Squilla. Doing so would provide a means for delivering advertising over a wireless connection and providing subsidized hardware in exchange for receiving advertising (Krishan: col. 1, lines 14-20).

Re claim 2, Steinberg states that the digital camera (14) includes a sensor (digital image acquisition apparatus 88) for generating images (page 4, paragraph 52). In



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addition, Squilla also states that the digital camera (24) includes an image sensor (CCD 44) for forming image data (col. 4, lines 26-30).

Re claim 3, Steinberg states that the camera (14) receives advertisement messages from the message center (12) and stores them in RAM (150) (page 3, paragraph 41). The camera (14) includes a ROM (149) and RAM (150) to store image data and advertisement messages within the camera (page 4, paragraph 53).

Re claim 4, Steinberg states the camera (14) includes a display (48) for viewing image data and advertisement messages received from the message center (12) (page 4, paragraph 53; figure 2). In addition, Squilla states that the digital camera (24) includes a display (50) that displays received content information and captured image data (col. 4, lines 34-35).

Re claim 5, Steinberg discloses in figure 1 a method of communicating between a message center (12) and a digital camera (14) capable of communicating in various ways (page, 2, paragraph 33). When the camera (14) is turned on it automatically transmits a signal to a transceiver (18) for conveying the camera identification (ID) to a remote storage device (message center 12) and in response the remote storage device (12) transmits messages that are identified for the particular camera/user back to the camera (14) (page, 2, paragraph 37). Therefore, since a camera ID is verified and message information is sent to the camera (14) corresponding to the camera ID it can

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be seen that message data (corresponding to the camera ID) is sent from the remote storage device (12) to the camera (14) via an exclusive connection. Although there are various ways of communication between a remote location (message center 12) and a camera (14) the communication is still solely between an exclusive and predetermined remote location (message center 12) and the camera (14) (only messages from the message center (12) will be sent to the camera). In a different scenario, an intelligent advertisement center may build a user profile for the camera based on image information from the camera such as the type of images in the camera (page 3, paragraph 39). As disclosed above the communication is still solely between an exclusive and predetermined remote location (message center 12) and the camera (14) (image data from the camera (14) will only be sent to message center (12)). Therefore, since the user profile is built based on captured image data (quantity of images, type of images) it can be seen that information regarding images captured by the digital camera (14) is uploaded to a predetermined remote location (message center (12)). Steinberg also states that the camera (14) receives advertisement messages from the message center (12) and stores them in RAM (150) (page 3, paragraph 41). Therefore, advertising data is downloaded from the predetermined remote location (message center (12)) to the digital camera (14). The camera (14) also includes a display (48) for displaying advertisement messages received from the message center (12) (page 4, paragraph 53; figure 2). In addition, figure 1 shows that only a message center (12) connected to the network can receive the information regarding the images captured by the camera. Therefore, the data is sent exclusively to the remote storage device.

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However, although the Steinberg reference discloses all of the above limitations including an exclusive connection between a digital camera and a remote storage device which transmits messages (advertisements) to the digital camera, it fails to specifically state that the digital camera is configured to send image data captured by the image sensor of the camera to the remote storage device.

The Squilla reference provides the teaching that it is well known in the digital imaging art for digital cameras to send captured image data to a remote storage device. Squilla discloses a photographing system for enabling interactive communication between a camera and an attraction site. Squilla discloses a remote storage device (image server 70) that is capable of receiving image data that has been captured by a digital camera (24) via a wireless link (74b) (figure 2; col. 5, line 64-col. 6, line 65). Thus, it can be seen that Squilla discloses a remote storage device (image server 70) for receiving image data and a digital camera (24) configured to send image data to the remote storage device (image server 70). It is clear from Figures 4 & 5 of Steinberg that one of the screens as provided by message center is the order of printing images from the user's camera. It would be clearly beneficial to the user of Steinberg's camera to be able to transmit images taken by the camera directly to as image sequences such as taught in Squilla so that printing could be made without requiring the user of the camera to deliver the image data in person. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Steinberg's message center with the capability to receive image data directly from the camera as taught by Squilla in order to facilitate the delivering of image data to a processing center. It would have

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been obvious for one skilled in the art to have been motivated to include the teaching of transmitting image data captured by a digital camera to a remote storage device as disclosed by Squilla in the camera messaging and advertisement system including a remote messaging center that is capable of receiving data from a camera and transmitting advertisements to the camera. Doing so would provide a means for storing images captured by a digital camera at a remote storage device in order to easily produce prints of captured images and generate customized albums of captured images (Squilla: col. 6, lines 4-19).

Although the combination of the Steinberg and Squilla references discloses all of the above limitations, it fails to distinctly state that the digital camera is unable to exchange electronic information with any electronic devices except for the exclusive and predetermined location.

Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan further states that users (22) may receive the hardware (modem) of a mini-portal for free in return for viewing messages and may receive free or discounted access to the Internet from ISP (24) (col. 6, lines 35-64). Krishan also states that validation stamps are sent by an exclusive and predetermined location (ISP 24) to the mini-portals so that the mini-portals will only function upon receiving a validation stamp from the portal provider (20) (col. 8, line 53-col. 9, line 21). Thus it can be seen that advertising data is downloaded solely from an exclusive and

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predetermined remote location (ISP 24) to a device (mini-portal of computer) for displaying advertisements. **It can be seen in figure 4 that the personal computer (50) including a mini-portal (51) is only capable to connect to the Internet via ISP (52) (col. 12, lines 18-30).** Therefore, the personal computer (50) is incapable of communicating with any external device other than the exclusive and remote location (ISP 52). Although the computer (50) is capable of connecting to validation server (53), advertisement server (54), statistics server (55) and content server (56) via the remote location (ISP 52) this does not mean that the computer is capable of communicating with external devices other than the exclusive remote location. The computer (50) may only be connected to the exclusive remote location (ISP 52). Any subsequent communication between the exclusive remote location (ISP 52) and any other device does not constitute a direct connection to the computer (50). Therefore, it would have been obvious for one skilled in the art to have been motivated to implement the business method of an advertiser paying a distributor based on the number of ads viewed by a user and providing a device to a user for a reduced rate, the device only being able to transmit and receive data from an exclusive location (ISP) as disclosed by Krishan in the camera capable of downloading advertisements from a messaging center as disclosed by the combination of Steinberg and Squilla. Doing so would provide a means for delivering advertising over a wireless connection and providing subsidized hardware in exchange for receiving advertising (Krishan: col. 1, lines 14-20).

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Re claims 6 and 7, Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan also states that the distributor (portal provider 20) may sell the mini-portal (modem) at a reduced price or provide it for free based on the advertising data downloaded by the mini-portal (col. 6, lines 49-65).

Re claim 8, figure 1 of the Steinberg reference shows that only an intelligent advertisement center (message center 12) connected to the network can receive the image information and build a user profile (page 3, paragraph 39). Therefore, uploading the image data occurs only at the predetermined remote location (message center 12).

Re claim 9, Steinberg discloses in figure 1 a system (10) including a message center (12) and a digital camera (14) capable of communicating in various ways (page, 2, paragraph 33). When the camera (14) is turned on it automatically transmits a signal to a transceiver (18) for conveying the camera identification (ID) to a remote storage device (message center 12) and in response the remote storage device (12) transmits messages that are identified for the particular camera/user back to the camera (14) (page, 2, paragraph 37). Therefore, since a camera ID is verified and message information is sent to the camera (14) corresponding to the camera ID it can be seen that message data (corresponding to the camera ID) is sent from the remote storage

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device (12) to the camera (14) via an exclusive connection. Although there are various ways of communication between a remote location (message center 12) and a camera (14) the communication is still solely between an exclusive and predetermined remote location (message center 12) and the camera (14) (only messages from the message center (12) will be sent to the camera). In a different scenario, an intelligent advertisement center may build a user profile for the camera based on image information from the camera such as the type of images in the camera (page 3, paragraph 39). Therefore, since the user profile is built based on captured image data (quantity of images, type of images) it can be seen that information regarding images captured by the digital camera (14) is uploaded to a predetermined remote location (message center (12)). Steinberg also states that the camera (14) receives advertisement messages from the message center (12) and stores them in RAM (150) (page 3, paragraph 41). Therefore, advertising data is downloaded from the predetermined remote location (message center (12)) to the digital camera (14). The camera (14) also includes a display (48) for displaying advertisement messages received from the message center (12) (page 4, paragraph 53; figure 2). In addition, figure 1 shows that only a message center (12) connected to the network can receive the information regarding the images captured by the camera. Therefore, the data is sent exclusively to the remote storage device. However, although the Steinberg reference discloses all of the above limitations including an exclusive connection between a digital camera and a remote storage device which transmits messages (advertisements) to the digital camera, it fails to specifically state that the digital camera

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is configured to send image data captured by the image sensor of the camera to the remote storage device.

The Squilla reference provides the teaching that it is well known in the digital imaging art for digital cameras to send captured image data to a remote storage device. Squilla discloses a photographing system for enabling interactive communication between a camera and an attraction site. Squilla discloses a remote storage device (image server 70) that is capable of receiving image data that has been captured by a digital camera (24) via a wireless link (74b) (figure 2; col. 5, line 64-col. 6, line 65). Thus, it can be seen that Squilla discloses a remote storage device (image server 70) for receiving image data and a digital camera (24) configured to send image data to the remote storage device (image server 70). It is clear from Figures 4 & 5 of Steinberg that one of the screens as provided by message center is the order of printing images from the user's camera. It would be clearly beneficial to the user of Steinberg's camera to be able to transmit images taken by the camera directly to as image sequences such as taught in Squilla so that printing could be made without requiring the user of the camera to deliver the image data in person. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Steinberg's message center with the capability to receive image data directly from the camera as taught by Squilla in order to facilitate the delivering of image data to a processing center. It would have been obvious for one skilled in the art to have been motivated to include the teaching of transmitting image data captured by a digital camera to a remote storage device as disclosed by Squilla in the camera messaging and advertisement system including a



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remote messaging center that is capable of receiving data from a camera and transmitting advertisements to the camera. Doing so would provide a means for storing images captured by a digital camera at a remote storage device in order to easily produce prints of captured images and generate customized albums of captured images (Squilla: col. 6, lines 4-19).

Although the combination of the Steinberg and Squilla references discloses all of the above limitations, it fails to distinctly state that the digital camera is physically incapable of communicating, either directly or indirectly, with any electronic devices other than the exclusive and predetermined location.

Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan further states that users (22) may receive the hardware (modem) of a mini-portal for free in return for viewing messages and may receive free or discounted access to the Internet from ISP (24) (col. 6, lines 35-64). Krishan also states that validation stamps are sent by an exclusive and predetermined location (ISP 24) to the mini-portals so that the mini-portals will only function upon receiving a validation stamp from the portal provider (20) (col. 8, line 53-col. 9, line 21). Thus it can be seen that advertising data is downloaded solely from an exclusive and predetermined remote location (ISP 24) to a device (mini-portal of computer) for displaying advertisements. **It can be seen in figure 4 that the personal computer (50) including a mini-portal (51) is only capable to connect to the Internet via ISP**

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**(52) (col. 12, lines 18-30). Therefore, the personal computer (50) is incapable of communicating with any external device other than the exclusive and remote location (ISP 52). Although the computer (50) is capable of connecting to validation server (53), advertisement server (54), statistics server (55) and content server (56) via the remote location (ISP 52) this does not mean that the computer is capable of communicating with external devices other than the exclusive remote location. The computer (50) may only be connected to the exclusive remote location (ISP 52). Any subsequent communication between the exclusive remote location (ISP 52) and any other device does not constitute a direct connection to the computer (50).** Therefore, it would have been obvious for one skilled in the art to have been motivated to implement the business method of an advertiser paying a distributor based on the number of ads viewed by a user and providing a device to a user for a reduced rate, the device only being able to transmit and receive data from an exclusive location (ISP) as disclosed by Krishan in the camera capable of downloading advertisements from a messaging center as disclosed by the combination of Steinberg and Squilla. Doing so would provide a means for delivering advertising over a wireless connection and providing subsidized hardware in exchange for receiving advertising (Krishan: col. 1, lines 14-20).

Re claim 10, Steinberg states that the digital camera (14) includes a sensor (digital image acquisition apparatus 88) for generating images (page 4, paragraph 52).

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In addition, Squilla also states that the digital camera (24) includes an image sensor (CCD 44) for forming image data (col. 4, lines 26-30).

Re claim 11, Steinberg states when the camera (14) is turned on it **automatically** transmits a signal to a transceiver (18) for conveying the camera identification to the message center (12) (page, 2, paragraph 37). Steinberg also states that the camera (14) receives advertisement messages from the message center (12) and stores them in RAM (150) (page 3, paragraph 41). Therefore, advertising data is downloaded from the predetermined remote location (message center (12)) to the digital camera (14). In addition, Squilla states that image data that has been captured by a digital camera (24) is transmitted to image server (70) via a wireless link (74b) when the camera (24) is in the wireless communication range of the image server (70) (figure 2; col. 5, line 64-col. 6, line 65). Thus, it can be seen that the wireless interface disclosed by Squilla is configured to automatically connect with the remote location (image server 70) when the camera (24) is in the wireless communication range of the server (70).

Re claim 12, Krishan states that validation stamps are sent by an exclusive and predetermined location (portal provider 20 via ISP) to the mini-portals so that the mini-portals will only function upon receiving a validation stamp from the portal provider (20) (col. 8, line 53-col. 9, line 21).

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Re claim 13, Krishan states that a distributor (portal provider 20) of mini-portals implements the functional characteristics (uploading, downloading, and displaying) of the mini-portals and also the portal provider (20) pushes advertising data to the mini-portals, the mini-portals display advertising data in an automatic manner (col. 6, lines 49-67). Furthermore, Krishan discloses that the portal provider (20) has a way to prevent users (22) from disabling the display of advertisements or detecting if users have disabled the display of advertisements (col. 8, lines 60-65).

Re claim 14, Krishan states that the portal provider (20) distributes the mini-portals and administers and maintains an exclusive and predetermined remote location (ISP) from which advertising data is downloaded (col. 6, lines 49-64). While it may not be explicitly stated in the references above that the functionality of an electronic device such as a/an mini-portal such as a computer as disclosed by Krishan may be realized by a/an electronic camera as disclosed by Steinberg and Squilla it is well known to a skilled artisan that a mini-portal such as a computer and an electronic camera are in the same field of endeavor as they are both microcontroller/microprocessor controlled devices for processing data, such as imaging, image processing, and/or image manipulation.

Even if a mini-portal such as a computer and an electronic camera are not in the same field of endeavor, which the examiner does not concede, a mini-portal such as a computer and an electronic camera are reasonably pertinent to solving the problem of displaying advertisements to a user on a display and would have commended

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themselves to an artisan addressing such a problem. In re Clay, 966 F.2d 656, 658, 23 USPQ2d 1058, 1060 (Fed. Cir. 1992).

Re claims 15 and 16, Steinberg states that an intelligent advertisement center may build a user profile based on information (uploading information) such as quantity of images taken, type of images, etc. in order to determine a class of interest (page 3 paragraph 39). Steinberg also states that advertising information is downloaded by a camera (14). Similarly, Krishan states that a portal provider (20) may push advertisements to a mini-portal and also obtain information from the computers of the users (22) in response to the advertisements that are sent using the mini-portals (col. 7, lines 17-64). Thus it can be seen that Krishan discloses a method involving a combined download/upload request (push advertisements and obtain information from users). Krishan also states that validation stamps are periodically sent by the portal provider (20) to the mini-portals in order to enable the mini-portals (col. 9, lines 1-67). Thus it can be seen that the download/upload request occurs at regular intervals according to the validation stamps sent by the portal provider (20).

Re claims 17 and 18, Krishan discloses a method for delivering targeted information over the internet. Krishan states that an advertiser (ISP 24) may pay a distributor (portal provider 20) based on the number of ads downloaded and displayed by a mini-portal and viewed by users (22) col. 6, lines 19-27). Krishan also states that the distributor (portal provider 20) may sell the mini-portal (modem) at a reduced price

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or provide it for free based on the advertising data downloaded by the mini-portal (col. 6, lines 49-65).

Re claim 19, The Steinberg reference discloses that an intelligent advertisement center may build a user profile based on camera information such as quantity of images, type of images, etc. and advertisements may be sent to the camera based on the user profile (page 3, paragraphs 38-39). Furthermore, the Squilla reference discloses that it is well known in the art for digital cameras to send captured image data to a remote device (col. 5, line 64-col. 6, line 65). Therefore, the Examiner maintains that the combination of the Steinberg, Squilla and Krishan references provides the teaching of triggering the downloading of advertising data by uploading image data.

Re claim 20, the Krishan reference discloses that both the portal provider (20) and the ISP (24) generate revenues and are compensated by an advertiser for displaying and providing advertisements to a user (col. 7, line 43-col. 8, line 22; figure 1B). Thus, it can be seen that Krishan discloses that an advertiser (26) compensates both an exclusive and remote location (ISP 24) and a distributor of a portal (20) for downloading and advertising.

Re claim 21, the Squilla reference discloses that a content database and image server (70) may transmit content information which includes image data to a camera (col. 7, lines 39-67). Furthermore, Squilla discloses that the content information may

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be uploaded to the camera (24) and selected using the previous function of the camera's LCD screen (50) (col. 8, lines 39-56). Therefore, it can be seen that Squilla discloses that a camera is capable of obtaining image data from a remote location in a reverse transfer operation for viewing by a camera user and thus the combination of the Steinberg, Squilla and Krishan references discloses all of the limitations of claim 21.

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

### ***Contacts***

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kelly L. Jerabek whose telephone number is **(571) 272-7312**. The examiner can normally be reached on Monday - Friday (8:00 AM - 5:00 PM).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Ometz can be reached at **(571) 272-7593**. The fax phone number for submitting all Official communications is **(571) 273-7300**. The fax phone number for submitting informal communications such as drafts, proposed amendments, etc., may be faxed directly to the Examiner at **(571) 273-7312**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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